Telecasting of Programmes by Prasar Bharati

†2337. SHRI KAPIL SIBAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total number of channels on which Prasar Bharati is telecasting programmes in the country;

(b) the number of programmes produced by the employees of Prasar Bharati and telecast on each of the channels during the last six months;

(c) the number of such programmes telecast by Prasar Bharati after their production by other institutions; and

(d) the programme-wise details of the amount spent by the Prasar Bharati on the production of each programme?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) 21, Sir.

(b) and (c) Details are being collected and will be laid on the Table of the House.

(d) No centralized record of such details is maintained by Doordarshan.

Installation of VLPT in H.P.

†2338. SHRI KRIPAL PARMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether she is aware that a survey was conducted to instal a VLPT at Jhakhdudhar due to poor reception of Doordarshan Programmes in a number of Gram Panchayats of Chidgaon Tehsil of Shimla in Himachal Pradesh;

(b) if so, whether the installation of VLPT at Jhakhdudhar has not been found suitable technically; and

(c) if so, whether Government will consider conducting a survey for installing VLPT at Rantadi, Badiyara, Thalidhar etc., of Chidgaon Tehsil to ensure that Doordarshan Programmes are available to the people of that area?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) A survey to ascertain the availability of TV signals in Chidgaon tehsil of Shimla district had been carried out by Doordarshan in 1999.

†Original notice of the question was received in Hindi.

(b) and (c) At present 8 TV transmitters are functioning in Shimla district. Provision of TV coverage to uncovered areas of Shimla district, including Chidgaon tehsil, will depend on priority of projects and availability of resources.

Measures taken to increase income of Prasar Bharati

†2339. SHRI RAM JETHMALANI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether measures have been taken by the Prasar Bharati to increase its income during last year;

(b) if so, the details of measures taken from March, 1998 to March, 2001;

(c) the details of income earned as a result of these measures during the aforesaid year, year-wise; and

(d) the details of amount spent on the implementation of these measures?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Yes, Sir.

(b) Prasar Bharati has informed that they have intiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producer, advertiser, advertising agencies and sponsoring bodies, functional autonomy to regional centers with regard to commercial matters, establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

(c) Income earned by Prasar Bharati during 1998-99 to 2000-2001 is as follows:—

(Rupees in crores)

	1998-99	1999-2000	2000-2001
AIR	93.74	80.84	73.90
Doordarshan	399.32	597.19	637.51

(d) No separate account of expenditure on implementation of these measures is maintained.

†Original notice of the question was received in Hindi.